

MAY 12 1941

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

ELdorado 5-3693

NEW YORK, N. Y.

FASHION CALENDAR

NOTE: For your convenience, events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 9 4:30 P.M.	PRESS PREVIEW: PAN-AMERICAN FASHION SHOW Informal press showing of the South American-influenced North American fashions which Franklin Simon will present at the Hotel Shoreham in Washington on May 16th. (Details on page 4). Publicity: Miss Hillebrand, WI. 7-9600.	FRANKLIN SIMON ROUND-UP LOUNGE	5TH AVE. AT 38TH ST.
<u>WEEK BEGINNING MONDAY, MAY 12, 1941</u>			
Monday May 12	OPENING OF SUMMER SURF SHOP Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO.	5TH AVE. AT 34TH ST.
Monday May 12	OPENING OF FALL SHOE LINES	N.Y. QUALITY SHOE MFGS. ST. LOUIS MFGS. NEW ENGLAND (VOLUME) MFGS. OTHERS	VANDERBILT HOTEL COMMODORE HOTEL NEW YORKER HOTEL McALPIN HOTEL
Monday May 12 12 Noon	SHOE DEALER'S LUNCHEON Guest speaker: John B. Knox, Pres., Bonwit Teller, Phila. Topic: "The Store President Has an Obligation to the Shoe Department." Also Mrs. Ruth Rusling, whose talk will relate Shoes to Fashion. Contact: Paul Elkin, LO. 5-6569.	NEWTON ELKIN SHOE CO.	WALDORF ASTORIA EMPIRE ROOM
Monday May 12 12:30 P.M.	"DEALER" SHOE FASHION SHOW AND LUNCHEON Luncheon and fall shoe fashion show for agencies and dealers handling I. Miller shoes. By invitation only. Publicity: Miriam Cooper, BR. 9-2000.	I. MILLER & SONS	LONG ISLAND CITY 43-10 23RD STREET
Monday May 12 2:30 P.M.	FASHION SHOW--AUTHENTIC CHINESE LEGENDARY PRINTS Summer fashions in Authentic Chinese Legendary Prints (Sanitized), sponsored by Chinese Consul General's Committee for Chinese Relief. Exotic oriental mannequins from new Chinese supper club, "The Forbidden City". Publicity: Marjorie Howard, PE. 6-5100.	GIMBEL BROTHERS	B'WAY AT 33RD ST. 11 FL. AUDITORIUM
Monday May 12- June 7 1st race- 2:30 P.M.	OPENING DAY--BELMONT RACE MEET 10 beautiful mannequins, dressed by Henri Bendel, Bergdorf Goodman, Hattie Carnegie, Bonwit Teller, Jay Thorpe, Milgrim, Muriel King, Nicole de Paris, Saks 5th Avenue, and House of Tappé, will promenade on the runway of the new Clubhouse Fashion Terrace between races. General admission, \$1.50; Clubhouse, \$4. Publicity: Joan Becker, WI. 2-4996.	WESTCHESTER RACING ASSOCIATION	ELMONT, L. I.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 12- Through May 14 3:30- 5 P.M.	INFORMAL SHOWING, JAY THORPE SPORTSWEAR	JAY-THORPE, INC.	24 WEST 57TH ST.
	Three-day, informal afternoon-showing of Jay Thorpe's new spring Sports- wear. Feature: sports fashions designed by Helen Hull Jacobs who will be present. Press and public. Publicity: Constance Hope, PL. 3-3390.		
Tuesday May 13 9:30 A.M. Breakfast	DELMAN SPRING BREAKFAST AND STYLE CONFERENCE	DELMAN, INC.	FRONTENAC GRILL 183 VARICK STREET
	Breakfast for shoe buyers, merchandise managers and stylists of the Delman Shoe Agencies. Speaker: Esther Lyman, Merchandise Editor of Harper's Bazaar. Roger Vivier, newly arrived from Lisbon and formerly in charge of Delman's Paris design studio, will be guest of honor: Publicity: Viola Shefer, PL. 3-2117.		
Tuesday May 13 11:30 A.M. & 2:30 P.M.	CAREER FASHION SHOW	ARNOLD CONSTABLE	5TH AVE. AT 40TH 5TH FLOOR
	Clothes for all careers--including the very important one of gracious liv- ing. High-spot of 2:30 Performance: personal appearance of Carmen Amaya, gypsy dancer, inspiration of an exclusive collection of summer gypsy dance dresses derived from Miss Amaya's exciting costumes. Press and public. Publicity: Ann Albee, CA. 5-2300.		
Tuesday May 13 1:15 P.M. Luncheon	LANZ OF SALZBURG LUNCHEON SHOWING	RITZ CARLTON HOTEL OVAL ROOM	MADISON AVE. AT 46
	High-Spot of the Ritz Oval Room Tuesday luncheon: Lanz of Salzburg Fashion Show. Press and public. A la carte luncheons. Publicity: Mr. McKennon, PL. 3-4600.		
Tuesday May 13 2:30 P.M. (Postponed From 5/6)	"YOUNG VIEWPOINT" FASHION SHOW	FRANKLIN SIMON'S	5TH AVE. AT 37TH
	Showing of youthful fashions for mature women. Publicity: Miss Hillebrand, WI. 7-9600.		
Tuesday May 13 4-6 P.M.	PRESS PREVIEW "RASPBERRY ICE"	CHARLES OF THE RITZ	MAILLARD'S 387 MADISON AVE.
	Members of the fashion and beauty press will be introduced to Charles of the Ritz' new cooling, summer essentials invitingly dubbed, "Raspberry Ice". Publicity: Eleanor Lambert, PL. 5-8580.		
Tuesday May 13 4:30 & 8:30 P.M.	MERRIMACK FASHION SHOW	MERRIMACK MFG. CO.	PLAZA HOTEL BALLROOM
	Merrimack's big fashion show. 4:30 performance: Buyers and Fashion Press. 8:30 showing for Manufacturers. Fashions created by leading designers from coast to coast. Admission by invitation. Contact: Adele Benjamin, LA. 4-0700.		
Tuesday May 13 5:15 P.M.	RADIO TALK- "FASHION IN ART" SERIES	ETHEL FRANKAU, BERGDORF GOODMAN	STATION WQXR
	Topic: "Nineteenth Century Dress". tieing-in with charming little exhibit of "Costume Accessories of the 19th Century" currently featured at Metropolitan Museum of Art. Contact: Alice Pentlarge, RH. 4-7690.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 14	FILMING OF SHORT, "FASHIONS IN LUGGAGE"	VYVYAN DONNER	FOX MOVIE TONE STUDIO 460 WEST 54TH STREET
For release during week of June 9, National Luggage & Leather Goods Week. Dresses and accessories by Arnold Constable. Luggage contact: Claire A. Wolff, LO. 5-5978. Vyvyan Donner: CO. 5-7200.			
Wednesday May 14 1:00 P.M.	BONWIT TELLER-BELMONT FASHION SHOW	INAUGURATING BELMONT'S NEW FASHION TERRACE	THE CLUBHOUSE BELMONT PARK
New excitement at Belmont Race Meet! Bonwit Teller will present, "The New York Look", first of a series of smart Wednesday luncheon fashion shows to be staged weekly on the new Fashion Terrace of the Clubhouse. Clubhouse admission, \$4. Buffet luncheon, around \$1.25. Press by invitation only. Contact: Joan Becker, WI. 2-4996.			
Wednesday May 14 2:30 & 6:00 P.M.	"SPRING INTO SUMMER" FASHION SHOW	JOHN WANAMAKER DOWNSTAIRS STORE	B'WAY AT 9TH STREET
Publicity: Miss Page, ST. 9-4700.			
Wednesday May 14 3:00 P.M.	BRITISH BENEFIT WAR RELIEF AUCTION	TEMPLE'S	518 MADISON AVENUE
Official opening of Temple's new quarters (dealers in Oriental Art Importations). Feature of Opening: benefit-auction on behalf of British War Relief, conducted by Ilka Chase, Broadway star, Lucille Manners, concert and radio singer, and radio announcer, Ben Grauer. Publicity: Gerard Harrington, CI. 7-2300.			
Wednesday May 14 4:00 P.M. Tea	FASHION SHOW AND TEA	PRATT INSTITUTE	RYERSON STREET BROOKLYN, N.Y.
Program: Tea, Fashion Show and Exhibition of Students' Work in All Classes. Open to Fashion Press and Fashion Field Representatives by invitation. Contact: Miss Marjorie Kinney, MA. 2-2200.			
Wednesday May 14 Dinner on...	SPRING OPENING... STARLIGHT ROOF	WALDORF ASTORIA HOTEL	PARK AVE. AT 50TH ST.
Spring and Summer Opening with Xavier Cugat playing for dinner and supper dancing. Informal. Part of proceeds to benefit Travelers Aid Society of New York. Open to public. Publicity: Ted Saucier, EL. 5-3000.			
Wednesday May 14 8:00 P.M. Dinner- Dance	SPRING OPENING... AMBASSADOR GARDEN	AMERICAN WOMEN'S VOL- UNTARY SERVICES, INC.	AMBASSADOR GARDEN PARK AVE. AT 51ST
To raise funds for American Women's Voluntary Services, Inc., which trains women to be competent volunteers in all auxiliary phases of war effort as well as home defense. Open to public. Tickets, \$5. including dinner. In charge of tickets, Mrs. Rudolph Fluegge, RH. 4-1733.			
Thursday May 15	OPENING OF FALL COAT AND SUIT LINES		
Skeleton collections consisting largely of casual and sports-type coats and suits will be shown beginning May 15. Dress-coat and suit collections will probably not be shown generally before June 10.			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 15- June 1	OPENING OF 1941-1942 SKIWEAR LINES Earlier openings planned by leading skiwear resources because of retailers' anxiety over increased prices and retarded deliveries.		INDIVIDUAL SHOWROOMS
Thursday May 15 12:30 P.M. Luncheon	GREEK BENEFIT-LUNCHEON High-Spot of Sky Terrace Benefit Luncheon for Greek War Relief: fashion show with costumes by Chez Madeleine; hats by Sally Victor. Open to public. Luncheon, \$2. Fashion press by invitation. Contact: Miss Gould, CI.5-9100.	GREEK WAR RELIEF	ST. MORITZ HOTEL SKY TERRACE
Thursday May 15 1:00 P.M. Luncheon	BENEFIT-LUNCHEON Annual fashion show. Proceeds to Braille, for the blind. Fashions from the Mary Lewis Shops and Tina Leser of Honolulu. Hats by Sally Victor. Admission, \$2.50. Publicity: Alice Dowd, CI. 7-2680.	KENWOOD SACRED HEART ALUMNAE	SHERRY'S 300 PARK AVENUE
On or Around May 15	IMPORTANT SHOWING- BRITISH FASHIONS About 2000 samples, now on the high seas, representing 80 British manufacturers, will be shown to American retailers and the fashion press under the auspices of the Women's Fashion Export Group of London, Percy Trilnick, director. Press showing to precede general presentation to trade. However, dates are dependent on arrival of clothes. FASHION CALENDAR will send subscribers post-card notice if dates occur between issues. British Press Contact: Miss Jean Smith, VO. 5-2600.	WOMEN'S FASHION EXPORT GROUP OF LONDON	HOTEL ASTOR B'WAY AT 45TH ST.
Friday May 16- Saturday May 24	NATIONAL COTTON WEEK For display and promotional material, color-posters, "Retail Information" bulletin and Cotton News Letter, address: Cotton-Textile Institute, 230 Broadway. Publicity: Baldwin, Beach & Mermey, MU. 4-1075.		
Friday May 16 2:30 P.M.	FASHION SHOW - "POCKET MONEY SHOP" Cotton summer frocks at "pocket money" prices. Publ. Miss Page, ST. 9-4700.	JOHN WANAMAKER	B'WAY AT 9TH STREET 4 FL. FASHION STORE
Friday May 16 3:00 P.M.	PAN-AMERICAN FIESTA FASHION SHOW Franklin Simon will illustrate the Latin-American influence on North American fashions at the Pan-American Fiesta of the National Democratic Women's Club in Washington. Honorary Hostess: Mrs. Franklin Delano Roosevelt. Honorary guests: wives of the Latin American diplomats. Guests and fashion press by invitation only. Contact: Miss Hillebrand, WI. 7-9600.	FRANKLIN SIMON, FOR NAT'L DEMOCRATIC WOMEN'S CLUB	HOTEL SHOREHAM WASHINGTON, D.C.
Friday May 16 3:15 P.M.	RADIO FASHION TALK- "AC- CESSORIES TO THE RESCUE" Miss Chambers and Alice Pentlarge of the Metropolitan Museum Staff will discuss accessories, historic and current. Contact: WQXR, Dorothea Beckman, CI. 5-5566.	BERNICE CHAMBERS, N.Y.U. SCHOOL OF RETAILING	STATION WQXR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday May 17 2:30 P.M.	YOUNG CAMPUS FASHION SHOW	BLOOMINGDALE'S	3RD FL. AUDITORIUM EDUCATIONAL DEPT.
	Members of the Bloomingdale High School Fashion Board will model summer vacation fashions. The audience will be asked to vote on the ideal summer wardrobe. Publicity: Karen Hollis, VO. 5-5900.		
Sunday May 18 Through May 25	CHINA WEEK	UNITED CHINA RELIEF	
	A week in which international appeals for aid to China will be made as follows: Sunday, May 18 - Church Day - general appeal through all churches. Monday, May 19 - Medical Day- broadcast from China by head of Chinese Red Cross. Tuesday, May 20 - Cultural Relations Day - benefit luncheons at colleges and foundations. Benefit concert by Lily Pons at Carnegie Hall; address by Dr. Lin Yutang. Wednesday, May 21 - Women's Day - appeal through benefit luncheons. Thursday, May 22 - China Trade Day - appeal to business and industry through Chambers of Commerce. Friday, May 23 - Children's Day - appeal for <u>young</u> China. Saturday, May 24 - Garden & Sports Day - benefit sports affairs and garden tea-parties to be held everywhere. Sunday, May 24 - China's Day of Thanks - 2nd appeal through churches. For complete details, contact: Miss Hankemeyer, CI. 5-4100.		
Monday May 19	FILMING FASHION SHORT: "THE SIMPLE LIFE"	VYVYAN DONNER	FOX MOVIE TONE STUDIO 460 WEST 54TH STREET
	A trip into Esther Kimmel's Kitchen where recipes are tested for publication. Featured fashions for cooking and midnight raiding of the icebox made from Simplicity Patterns. Featured Prop: Philco Refrigerator. Contact: Simplicity: Virginia Gates, MU. 5-7767. Philco and Mrs. Kimmel, Gwen McKenna, EL. 5-5580. Vyvyan Donner: CO. 5-7200.		
Week of Monday May 19	FUR CONSULTANT'S TRAINING COURSE	ASSOC. FUR COAT & TRIMMING MFGS., INC.	HOTEL PENNSYLVANIA 7TH AVE. AT 33RD ST.
	Intensive 1-week Course, \$35. For further information, names of speakers, order of sessions, etcetera, contact: Claire A. Wolff, LO. 5-5978, or FASHION CALENDAR, EL. 5-3693.		
Monday May 19 4:00 P.M.	GALA ALL-COTTON FASHION SHOW	ARNOLD CONSTABLE	5TH AVE. AT 40TH ST.
	Arnold Constable will inaugurate National Cotton Week with a gala showing of Luxable summer cotton fashions. Tennessee "Maid of Cotton", Alice Beasley, will be starred, introducing among other exclusives, a cotton bridal costume created by Tina Leser, celebrated Honolulu designer. Publicity: Ann Albee, CA. 5-2300.		
Tuesday May 20 5:15 P.M.	RADIO TALK- "FASHION IN ART" SERIES	HELENE PONS THEATRICAL DESIGNER	STATION WQXR
	Topic: "Hanging History on Women". Interview with Helène Pons, Theatrical Designer, conducted by Alice Pentlarge of Metropolitan Museum Staff. Publicity: Dorothea Beckman, CI. 5-5566.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday 5/20-6/7	OPENING OF FALL SKIRT LINES		INDIVIDUAL SHOWROOMS
Wednesday May 21 1:30 P.M. Luncheon	LORD & TAYLOR-BELMONT FASHION SHOW, "RUSTICANA" Lord & Taylor will present "Rusticana", 2nd in series of smart Wednesday luncheon fashion shows inaugurated this season on Fashion Terrace of Belmont Clubhouse. Buffet luncheon, around \$1.25; Clubhouse admission, \$4. Press by invitation only. Contact: Joan Becker, WI. 2-4996.	BELMONT'S NEW FASHION TERRACE	CLUBHOUSE, BELMONT PARK ELMONT, LONG ISLAND
Wednesday May 21 3:30 P.M.	SUMMER GARDEN FASHION SHOW Garden fashions--from sturdy clothes for active gardening, through casual clothes for idling in the garden and formal fashions for garden parties. City-terrace fashions too. Publicity: Constance Hope, PL. 3-3390.	JAY THORPE	24 WEST 57TH STREET 2ND FLOOR
Thursday May 22 12:30 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Members of the Uptown Retail Guild will collaborate in a fashion show to be staged during "China Week" on the Pierre Roof, to benefit United China Relief. The list of patrons and patronesses reads like the social register. Entertainment too! Open to public. Admission \$5.00. Contact: Kathleen Connor, CI. 5-4100.	UNITED CHINA RELIEF	HOTEL PIERRE ROOF
Thursday May 22 4:00 P.M.	SUMMER FASHION SHOW Summer fashions from the Downstairs Store. Publicity: Helen Fennebresque, WI. 7-7000.	JAMES McCREERY	5TH AVE. AT 34TH ST.
Thursday May 22 6:00 P.M.	FASHION SHOW: BEACH AND PLAY CLOTHES Much ado, as usual, at Oppenheim Collins' 6 o'clock fashion show. Guest stars galore! Mistress of ceremonies: Peg Read, WI. 7-8200.	OPPENHEIM COLLINS	35 WEST 34TH STREET
Friday May 23 2:30 P.M.	PREVIEW OF SUMMER FASHIONS Fashion show presenting complete preview of summer fashions. Publicity: Miss Page, ST. 9-4700.	JOHN WANAMAKER	B'WAY AT 9TH STREET 4 FL. FASHION STORE
Saturday May 24 10:00 A.M.	HIGH SCHOOL FASHION FUTURITY GRADUATION End of 8-week fashion course. Three \$100 prizes will be awarded - to be used toward college tuition fees. Executive in charge, Solita Arbib. Publicity: Marjorie Howard, PE. 6-5100.	GIMBEL BROTHERS	B'WAY AT 33RD STREET 11TH FL. AUDITORIUM
Tuesday May 27 5:15 P.M.	RADIO TALK- "FASHION IN ART" SERIES Miss Ethel Traphagen and two young Traphagen designers, Jeanne Lytell and Wm. Griffin, will appear with Miss Alice Pentlarge of the Metropolitan Museum Staff. Topic: "Tomorrow's Designers Look at Yesterday's Fashions." Publ. Alice Pentlarge, RH. 4-7690. WQXR: Dorothea Beckman, CI. 5-5566.	ETHEL TRAPHAGEN, DIR. TRAPHAGEN SCHOOL	STATION WQXR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 28 1:30 P.M. Luncheon	BELMONT FASHION SHOW: "DIAMOND PURSE PROMENADE" 3rd in series of Wednesday luncheon fashion shows held on the new Fashion Terrace of the Belmont Clubhouse. Saks 5th Ave. and Paul Flato will collaborate in "Diamond Purse Promenade." Publicity: Nancy Hughes, CI. 6-0200.	SAKS 5TH AVENUE & PAUL FLATO, JEWELER	BELMONT CLUBHOUSE ELMONT, LONG ISLAND
Saturday May 31	MORRIS & ESSEX KENNEL CLUB DOG SHOW The no. 1 competitive event of the dog world, drawing record society crowd. Open to public. Admission, adults \$1, children 50¢. Further information from Morris & Essex Kennel Club, RE. 7-2442.	MORRIS & ESSEX KENNEL CLUB	GIRALDA FARMS MADISON, N.J.
Wednesday June 4	BELMONT FASHION SHOW- TINGONA FUR FASHIONS Last of Wednesday luncheon fashion shows staged on the new Fashion Terrace of the Belmont Clubhouse, highlighting Tingona Fur Fashions (processed by Eitingon Gregory), and hats by Erik, the Milliner. Buffet luncheon, around \$1.25. Clubhouse admission, \$4. Press by invitation only. Contact: Joan Becker, WI. 2-4996.	ERIK, THE MILLINER	BELMONT CLUBHOUSE ELMONT, LONG ISLAND
Thursday June 5 5:00 P.M. Cocktails	2ND EDITION- "PREVIEW OF AMERICAN DESIGNS" Command performance, sponsored by the Fouke Fur Co. and coordinated and directed by Vyvyan Donner, Fox Movietone News. Patterned after last year's highly successful "1940 Preview of American Designs", top-to-toe coordination in fall costumes from 30 important American designers, each with its appropriate Alaska sealskin coat or wrap, demonstrating adaptability of Alaska sealskin for all occasions. Fashion Commentator: Vyvyan Donner. Publicity: Zanville Diamond, PL. 3-5252.	FOUKE FUR CO.	GRAND BALLROOM RITZ CARLTON HOTEL
Week of June 9	OPENING OF FALL SPORTS- WEAR COLLECTIONS ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. KANE WEILL MUTUAL-ROSENBLOOM CORP.	SPORTSWEAR GUILD MFGS. 550 7TH " " " " 498 " " "	INDIVIDUAL SHOWROOMS CHARLES W. NUDELMAN, INC. ZOLTAN ROSENBERG SPORT-CRAFT, INC. STAR-MAID DRESSES, INC. SAM STEINBERG & CO., INC. 550 7TH " " " " 498 " " "
Week of June 9	OPENING OF QUALITY COS- TUME SUIT COLLECTIONS JOSEPH & BEN BARNETT WILLIAM BASS DRESS CORP. BENDER & HAMBURGER, INC. CAPRI FROCKS, INC. MYRON HERBERT, INC. KAPLAN & GRABOIS, INC. CHARLES LANG-CHARLES COOPER"	F.O.G.A. HOUSES 498 7TH 530 " 498 " 1372 B'WAY. 530 7TH 498 " " "	INDIVIDUAL SHOWROOMS MARY LEE, INC. MIL-JAY, INC. CHARLES MILLER, INC. PAUL PARNES, INC. PHILIP SALKIN, INC. HERBERT SONDHEIM, INC. JOAN STEPHENS, INC. 498 7TH 530 " 498 " " " 530 " " " " "
Monday June 9	FIRST SHOWING, FALL BLOUSE COLLECTION	MITCHELL & WEBER	1372 BROADWAY

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Tuesday June 10	OPENING OF CHILDREN'S WEAR FALL LINES		INDIVIDUAL SHOWROOMS
Saturday June 14	YALE-HARVARD ROWING REGATTA AT NEW LONDON ON THE THAMES		
Monday June 16- June 28	FALL OPENINGS	F.O.G.A. DRESS COLLECTIONS	INDIVIDUAL SHOWROOMS
	Individual FOGA houses polled by us are at this moment in a state of great uncertainty as to their opening dates. The consensus as we go to press favors the week of June 23rd, subject to change, depending on the initiative of the ring-leaders of the industry.		
Wednesday June 18 Time ????	SUMMER BENEFIT FASHION SHOW	LORD & TAYLOR RED CROSS BENEFIT	MANHASSET, L. I.
	All the information we can give at this time is that Lord & Taylor plans to put on this summer fashion show for the benefit of the Red Cross in one of the most beautiful rose gardens in Manhasset. Details later. Publicity: Bernice Maguire, WI. 7-3300.		
Tuesday June 24 2-4 P.M.	CHILDREN'S WEAR FALL FASHION SHOW AND CLINIC	PARENTS' MAGAZINE	PENNSYLVANIA HOTEL GRAND BALLROOM
	Parents' Magazine's semi-annual fashion show, directed by Betty Green, will dramatize children's and 'teen fashions for fall and winter. 70 children, aged 1 to 16, will act as mannequins. Existing market conditions analyzed by experts. Tickets, \$2.50. Reservations from Parents' Magazine, 52 Vanderbilt Avenue, CA. 5-6810.		
Tuesday June 24 3:30 P.M. On...	PRESS PREVIEW: FALL CORSETS	ARTISTIC FOUNDATIONS	417 FIFTH AVENUE
	Special press showing of Flexees new fall foundations. Publicity: Joyce Hirshon, BR. 9-9350.		
Wednesday June 25	POUGHKEEPSIE ROWING REGATTA, POUGHKEEPSIE ON HUDSON		
Week of Monday July 7	PROBABLE OPENING DATE- FALL COLLECTIONS	47TH STREET QUALITY DRESS HOUSES	INDIVIDUAL SHOWROOMS
(Subject to Change)	This date, too, is subject to change, since none of the 47th Street houses is anxious to open early. Further details when dates are established.		

PLEASE NOTE!

Several stores, wishing to send buyers to the more important out-of-town markets, have asked us to list the important out-of-town Fall Opening dates

June 1.....	Opening date,	St. Louis Fall Lines
June 4.....	"	Chicago Fall Lines
July 13.....	"	Los Angeles Fall Lines
July 20.....	"	Dallas and Fort Worth Fall Lines
Aug. 3.....	"	San Francisco Fall Lines

IMPORTANT FIRST NIGHTS IN THEATRE, CINEMA AND NIGHT SPOTS

Tuesday May 13 "THE HAPPY DAYS" Henry Miller's Theatre 124 West 43rd Street
Play by Zoe Akins. Adolescent love story with Diana Barrymore. Publicity:
Henry Senber, BR. 9-5371.

Tuesday May 13 GALA PREVIEW, "MAJOR BARBARA" (Cinema) Astor Theatre
From play by George Bernard Shaw, starring Wendy Hiller. A gala benefit
preview. Admission, \$5. Proceeds to Royal Air Force Benevolent Fund and
Bundles for Britain. Tickets from Fund Offices, 515 Madison Ave. Open to
public at popular prices Wed., May 14. Publicity: Tess Michael, BR. 9-7300.

Friday May 30 OPENING- MADISON SQUARE MONTE PROSSER Madison Square Garden
GARDEN DANCE FESTIVAL 825 Eighth Avenue
With Boogie-Woogie big-wigs Benny Goodman, Larry Clinton and Charlie Barnet
to ensnare Jitterbugs, small wonder that Monte Prosser has the temerity to
engage Madison Square Garden for a Spring and summer dance carnival--ex-
pects to fill it, too, through June, July and August! Admission, 66¢ and
88¢. Saturday and Sunday matinees. Publicity: Jack Diamond, CI. 7-4900.

June ??? "WOMEN AREN'T ANGELS" ???
Farce by Vernon Sylvania. Publicity: C. P. Greneker, CI. 6-9500.

proposed
June ??? "R.A.F." ???
Play by William Jay, revised by Guy Bolton and Ben Hecht. Producer:
Alfred deLiagre, Jr., LA. 4-8589.

noted
in
all
books
June ??? "8/10 E.O.M." ???
Comedy by Paul K. Paley dealing with New York's garment center. Clothes
by Judy & Jill (Horwitz & Duberman). Staging: Joseph Ornato. Publicity:
Max Karper, CI. 6-6115.

June ??? "SNOOKIE" ???
Farce by Thomas A. Johnstone. Producers: Olsen & Johnson. Publicity:
C. P. Greneker, CI. 6-9500.

Thursday June 19 OPENING NIGHT, STADIUM OUT-DOOR CONCERTS Lewisohn Stadium
825 Eighth Avenue
8:30 P.M. All-Tchaikowsky program conducted by Arthur Rodzinski, director Cleveland
Orchestra. Admission, 50¢, \$1 & \$1.50; tables for 8, \$12. Publicity:
Stadium Concerts, CI. 7-7575.

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HOLIDAYS AHEAD

May 11 MOTHER'S DAY
May 30 MEMORIAL DAY
June 14 FLAG DAY
June 15 FATHER'S DAY
June 21 FIRST DAY OF SUMMER
July 4 INDEPENDENCE DAY
Sept. 1 LABOR DAY

RED LETTER WEEKS

May 10-17 NATIONAL GOLF WEEK
May 16-24 NATIONAL COTTON WEEK
May 24-31 NATIONAL TENNIS WEEK
June 9-14 NAT. LUGGAGE & LEATHER GOODS WEEK
June 23-28 NATIONAL SWIM-FOR-HEALTH WEEK
Sept. 21-27 NATIONAL DOG WEEK
Sept. 22-27 THE SILK PARADE

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